Term Paper and Bachelor Thesis Chair of digital Marketing

Prof. Dr. Reto Hofstetter

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Team

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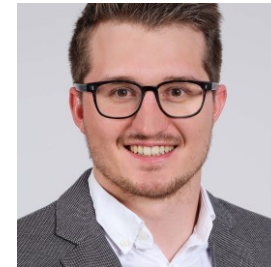peter.giger@unilu.ch
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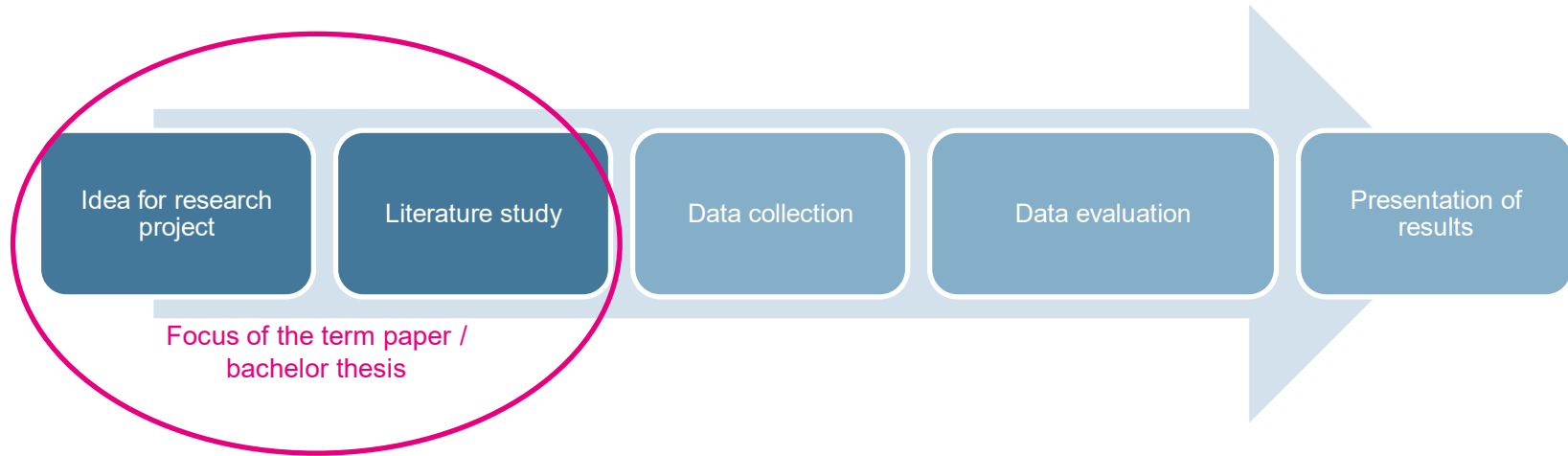5. Tips for writing the paper

6. Successful research?

2. Objective

- **Creation of scientific papers on a relevant topic in marketing management / consumer behavior**

- Practice of the first (important) step of scientific work

- Topic-specific reasoning and discussion

- Ability to criticize, critical comparison

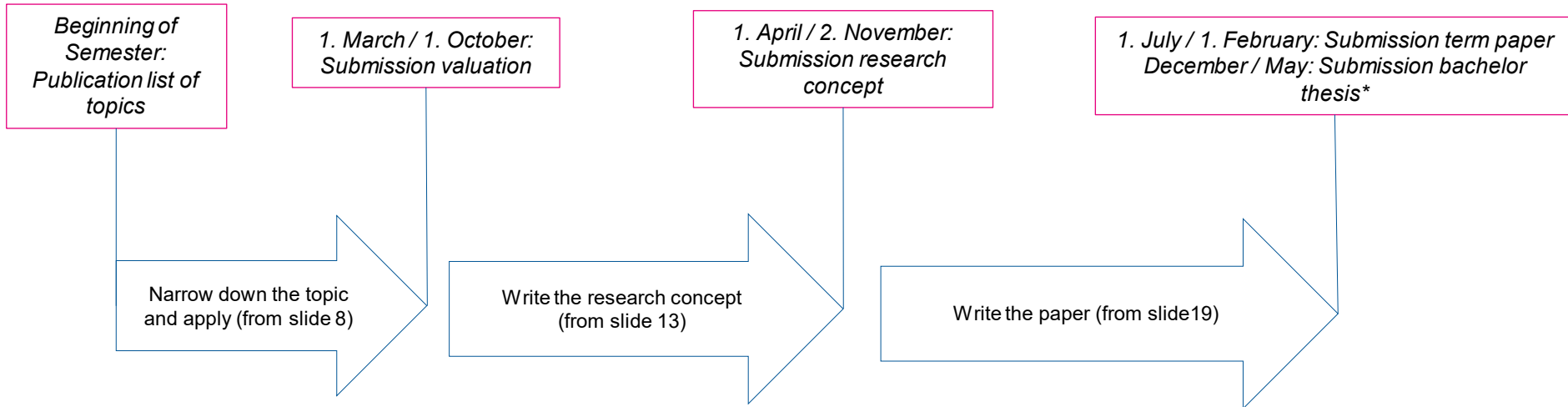- Quick familiarization and structuring of a topic

> Students should learn to present a topic of high complexity in a structured manner, to discuss and to classify it in the overall context.

2. Objective

Ideal-typical sequence of a research project in empirical social research:

| Idea for research project | Literature study | Data collection | Data evaluation | Presentation of results |

Focus of the term paper / bachelor thesis

2. Key data: Term paper / bachelor-* / master thesis**

Beginning of Semester: Publication list of topics

1. March / 1. October: Submission valuation

1. April / 2. November: Submission research concept

*1. July / 1. February: Submission term paper December / May: Submission bachelor thesis**

Narrow down the topic and apply (from slide 8)

Write the research concept (from slide 13)

Write the paper (from slide 19)

*The exact dates for submitting the bachelor thesis are published by the Dean's Office.
**Students who would like to write a master thesis at the chair are welcome to contact digitalmarketing@unilu.ch. There will be individual agreements regarding the specific period of time.

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3. Topic identification: Procedure

- The list of topics from the chair is published on the chair's website at the **beginning of the semester** (February and September)

- The list of topics serves as a rough guide: The specific research question is worked out by the students (Tips for developing the research question can be found on the following slides)

- Students apply for the desired topic as follows (several applications are possible, stating priorities; max. 3):

  - Short motivational statement for the topic

  - Naming the narrowed research question – requirements: maximum 200 words

- Application deadlines: 1. March and 1. October

- Selection procedure: Applicants will be informed within a week whether the paper can be written

3. Topic identification: From the idea to the research question

How do I formulate and justify a research question?

1) What do I want to find out?

- Consult literature (research gaps)

- Pick up on practical problems -> look out for problem solutions

- Ask journalistic questions: Who, what, when, where, how, why, if?

Eingrenzung der Forschungsfrage
Narrow down the research question

Praktisches Problem aus dem Interessengebiet
Practical problem from the topic of interest

Themenfeld
Topic area

Thema
Topic

Forschungsfrage
Research question
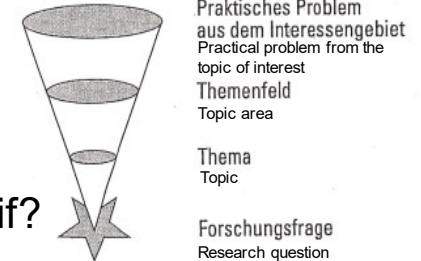
Sachs und Hauser (2002, S. 84)

E.g.: "How does exam anxiety affect the performance of students in various types of first year exams?"

3. Topic identification: From the idea to the research question

2) Why is the topic relevant?

- For you personally and for potential readers

- Theoretical and practical relevance

- Topicality

- Reference to the state of discussion in the subject area

- Newsworthiness

E.g.: "Readers should learn that the often cited statement, that a medium level of fear is performance-enhancing, is misleading and that both students and lecturers can take fear-reducing measures."

3. Topic identification: From the idea to the research question

Three steps	Three key questions	Editorial help
Formulate a specific topic	What is the issue?	«I am investigating…»
Formulate a clear research question	What do I want to find out? What is new for me? What do I not know yet?	«… because I want to find out who, what, when, where, how, why, if…»
Theoretical and possibly also practical justification for the research question	Why is the research question relevant to readers at all? What do I want to let the reader know? What do I want to encourage the reader to do?	«… to help readers understand why / how / where …» «So that readers do / undertake following: …»

Metzger, C. (2008). Lern- und Arbeitsstrategien (10. Auflage). Oberentfelden: Sauerländer

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4. Research concept: Procedure

- After the topic has been approved (within 1 week after submitting the application), the students write a research concept of max. 5 pages (information on the development of the research question can be found on the following slides)

- Deadline: 1. April and 1. November by email to the supervisor

- Discussion: The discussion date is set with the supervisor

4. Research concept: Work steps

- Read, get an overview

- Literature research, core literature (tips for research starting from slide 30)

- If necessary, delimit / limit the topic

- Elaborate …

  - …on the central object of investigation

  - …on the structure

  - …on the core content

Template research concept

1. Topic of the paper or rather suggested topic (short, concise wording)
2. Justification of the topic
   - Showing the scientific problem: Clarifying the importance of the topic
3. Current state of theory and possibly practice
   - Brief overview of the state of research and discussion on the topic of the work and possibly the situation in practice
   - Overview of the relevant scientific literature and other sources (e.g. existing test results, documents)
4. Objective of the work
   - Which key question(s) should be answered in the paper? Planned independent achievements; desired verifiable results
5. Need for investigation and clarification
   - What should be examined / clarified / treated and why?
   - Brief description of the main questions and problem areas
6. Working tools to solve the problem / question
   - How should the desired results be achieved?
   - Which investigation methods (interviews, surveys, own surveys etc.) and / or instruments (theories, methods, procedures, models, etc.) do you want to use to collect information and solve the problem(s)?
   - Brief description of the methodological approach
7. Rough breakdown
   - Rough design from which i.a. the recognized subtasks and questions to be clarified are evident. Approx. 4 sentences per bullet point
8. Terminated work schedule
   - Planning the essential work steps over time based on the rough breakdown
9. List of viewed literature / material
   - Brief overview of the most important sources of literature and other information (e.g. preparatory work with and / or from the practice partner)

4. Research concept: Develop hypotheses

What types of hypotheses can be distinguished?

Distribution hypothesis (lowest hypothesis level)

- The majority of Swiss companies use a standardized product development process (PDP).

- The proportion of 50- to 59-year-olds who use the Internet will increase from 62% today to 72% in the next 10 years.

Correlation hypothesis (same features, directed correlation)

- The more process innovations are generated, the more robust the generated products are (provided that a qualified test method is used).

- The higher the level of education of a person in the 50+ target group, the higher the likelihood of using the internet.

4. Research concept: Develop Hypotheses

Impact hypothesis (directed correlation, cause-and-effect relationship)

- If companies standardize procedures and the use of methods within the scope of the PDP, they show a higher innovation rate.

- If a member of the 50+ target group who is active on the Internet is socially isolated, he or she will use Internet chat functions more often.

Difference hypothesis (Assumption: objects in different classes differ significantly in terms of defined characteristics)

- Large companies use a standardized PDP more often than small companies. Customers from the 50+ target group who are satisfied with the design and content of an Internet portal have a significantly higher frequency of visits to this Internet portal than dissatisfied customers from the 50+ target group.

Töpfer, A. (2009). Erfolgreich forschen. Ein Leitfaden für Bachelor-, MasterStudierende und Doktoranden. Berlin, Heidelberg: Springer.

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Edit literature / articles: When to read and how?

Typical structure of an (empirical) journal article

- Title
- Abstract
- Introduction
- Theoretical Framework / Conceptional Background / Hypotheses development
- Method
- Results
- Discussion / Summary / Conclusion
- Future Research

Work step	Working document	Focus when reading on
Search for suitable literature	Bullet point version (BPV), lit. table	**Journal, Title, Abstract**
Structure literature	BPV, lit. table	**Abstract, Introduction**
Extract content Fill structure Building logic of argumentation / common thread	BPV, lit. table	**Introduction, Results, Summary**
Write an article	Final document	**-**

Create a literature table in Excel

Literature table: Example from an article

TABLE 1

EXAMPLES OF CONSUMER CULTURE THEORY RESEARCH CONTEXTS AND THEIR CORRESPONDING THEORETICAL INTERESTS

Context	Author(s)	Points of theoretical contribution
Working class adoption of business education	Allen 2002	A sociological theory of tacit consumer choice
Possessions in a less-developed country (Niger)	Arnould 1989	A cultural theorization of preference formation and the diffusion of innovations
White-water river rafting	Arnould and Price 1993	Defining extended leisure service encounters and its implications for customer satisfaction
Consumers' intergenerational transfer of possessions	Curasi, Price, and Arnould 2004; Price, Arnould, and Curasi 2000	Individual and familial identity formation processes; the dynamics of inalienable wealth
Gift giving and gift reception	Belk and Coon 1993; Fischer and Arnold 1990; Joy 2001; Otnes, Lowrey, and Kim 1993; Ruth, Otnes, and Brunel 1999; Sherry 1983; Wooten 2000	Formation and structuration of a moral economy; age and gender role definition and enactment in consumer society
Reenactments of Mountain Men rendezvous	Belk and Costa 1998	Consumer fantasy, the ritual impulse, and the reformulation of social roles via the enactment of consumer fantasies
Swap meets and flea markets	Belk, Sherry, and Wallendorf 1988; Sherry 1990	Consumer relationships to market structures; sociocultural dynamics of exchange relationships
Death rituals in Ghana	Bonsu and Belk 2003	Postmortem consumer identity work
Sky-diving	Celsi, Rose, and Leigh 1993	A dynamic model of consumer motivations and cultural account of consumer risk taking behaviors
Romanian women's use of cosmetics	Coulter, Price, and Feick 2003	Rethinking the origin and development of brand knowledge and involvement
Consumers who lost money in the Chondra-Za mail order scam	Deighton and Grayson 1995	An empirically based theorization of consumer self-seduction
Five women and their favorite brands	Fournier 1998	A social relationship model of consumer-brand relationships
Thanksgiving dinners; ordinary family dinners	Heisley and Levy 1991; Wallendorf and Arnould 1991	Cultural rituals; construction, maintenance, and negotiation of family relationships through consumption
Homeless women	Hill 1991; Hill and Stamey 1990	Materialism and self-identity in cases of involuntary disposition

Arnould, E. J., & Thompson, C. J. (2005). Consumer culture theory (CCT): Twenty years of research. *Journal of consumer research*, *31*(4), 868-882.

Literature table: Example from an article

TABLE 1
Previous Research

Studies	Context	Reason for Contagion	Social Position Has Positive Influence on ...						Empirically Tested Seeding Strategy
			Participation Probability P_i	Used Reach n_i	Expected Number of Referrals R_i	Conversion Rate w_i	Expected number of Successfull SR_i	Recommendation for Optimal Seeding Strategy	
Coleman, Katz, and Menzel (1966)	Product (low risk)	A, BU, NP	Hub		Hub			Hub	
Becker (1970)	Product (low risk) Product (high risk)	A, BU, NP	Hub Fringe		Hub Fringe			Hub Fringe	
Simmel (1950); Porter and Donthu (2008)	Messages Messages	A A	Fringe					Fringe	
Watts and Dodds (2007)	—	—	Fringe	Hub	Fringe		Fringe	Fringe	
Leskovec, Adamic, and Huberman (2007)	Product (low risk)	A, BU	Hub	Hub	Hub	Fringe			
Anderson and May (1991); Kemper (1980)	Epidemiology Epidemiology	A A		Hub	Hub		Hub	Hub	
Granovetter (1973); Rayport (1996)	Messages Messages	A A		Bridge	Bridge			Bridge	
Iyengar, Van den Bulte, and Valente (2011)	Product (high risk)	A, BU			Hub	Hub	Hub	Hub	
Study 1	Messages	A	Controlled				✓		Hub, fringe, bridge, random
Study 2	Messages	A					✓		Hub, fringe, bridge, random
Study 3	Product (low risk)	A, BU	✓	✓	✓	✓	✓		Hub, fringe, random

Notes: A = awareness, BU = belief updating, NP = normative pressure, and i = focal individual. Expected number of referrals: $R_i = P_i \times n_i$; Successful number of referrals: $SR_i = w_i \times R_i$.

Hinz, O., Skiera, B., Barrot, C., & Becker, J. U. (2011). Seeding strategies for viral marketing: An empirical comparison. *Journal of Marketing*, *75*(6), 55-71.

Literature table (appendix of the term paper)

Mandatory content:

- Author

- Journal

- Year

- Method

- Results

Only the core literature of the paper is included in the literature table

Possible additional content depending on the topic

- Context of the investigation

- Sample

- Independent variable

- Dependent variable

- … aspects of particular interest

Creating an outline

- The aim of the outline is to pre-structure the paper roughly

- The rough outline provides the "framework" for writing the paper

- Reformulations, refinements, addtions or deletions are possible in the further course of the work

- Adequate level of outline, i.e. in particular, it should not be broken down too deeply (no more than four levels, e.g. 3.1.2.1 should not be broken down into 3.1.2.1.1)

- A "5-way structure" (5 chapters) is recommended

- Actual breakdown

  - When subdividing an upper point, **at least two sub-points** must appear

  - A breakdown for just a few sentences makes no sense

Typical structure of a state-of-the-art article

- Title

- Abstract

- Introduction

- Literature overview / presentation of literature streams

- Discussion of Literature Streams

    - „Two-sided discussion"

    - Critical appreciation / comparative discussion

    - Omissions in the literature

- Summary

- Future Research

Example: Völckner, F. (2006), Methoden zur Messung individueller Zahlungsbereitschaften: Ein Überblick zum State of the Art, JfB, 56: 33-60. http://www.universität-hamburg.de/fachbereiche-einrichtungen/fb03/ihm/RP30.pdf

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Successful research

iT'S a LIBRARY, HONEY-- KIND OF AN EARLY VERSION OF THE WORLD WIDE WeB.

edSTeiN
Rocky Mnt. News - Nea
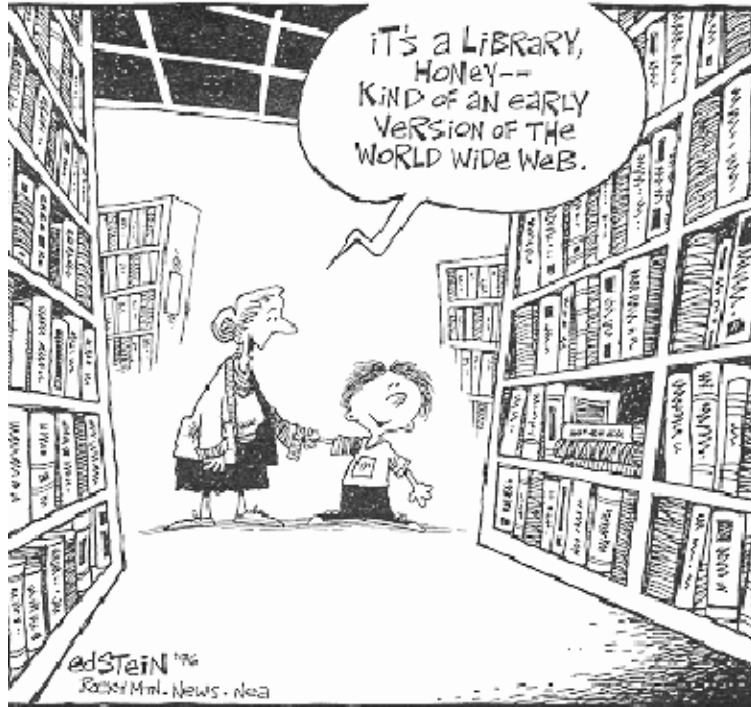
Go to the library or contact your contact person at ZHB directly : Stefan Eicher Engel (stefan.eicher@zhbluzern.ch)

All about research at ZHB

http://www.zhbluzern.ch/recherche/fachinfos-tipps/tipps-und-tricks/

http://www.zhbluzern.ch/recherche/fachinfos-tipps/wirtschaftswissenschaften/#WzQ0OTgsNDQ5NI0=/

http://www.anglistik.uni-bonn.de/cartoon.gif

Successful research

Literature research

- Magazines / articles
  - International
  - German-speaking

- Books
  - Generally scientific
  - Dissertations
  - Habilitations
  - Reference books
  - Compilations

Successful research: Journal Rating "Marketing„

High Impact

Interdisciplinary

Nature

Science   PNAS

Subject-specific

Relative areas of research:
- Management (AMJ, SMJ, …)
- Information management (ISR, MiSQ, …)
- Psychology (JPSP, Psych Science, …)
- Innovation management (JPIM, …)

A+

Journal of Marketing Research (JMR)

Journal of Consumer Research (JCR)

Journal of Marketing (JM)

Management Science (ManSci)

Marketing Science

A

Journal of Retailing

Journal of Product Innovation Management (JPIM)

Journal of Applied Psychology (JAPS)

Journal of Consumer Psychology (JCP)

B

Journal of Business Research (JBR)

Journal of Advertising

Journal of Interactive Marketing

…

Successful research

The journal rating can e.g. be found via VHB Jourqual 3:

https://www.vhbonline.org/vhb4you/vhb-jourqual/vhb-jourqual-3/gesamtliste

VHB	Über uns	VHB4you	Nachwuchs	Veranstaltungen	WK | Fachgruppen	VHB informiert

Journal of Consumer Behaviour	1472-0817	C	MARK
Journal of Consumer Marketing	0736-3761	C/D	MARK
Journal of Consumer Policy	0168-7034	C	MARK, NAMA
Journal of Consumer Psychology	1057-7408	A	MARK
Journal of Consumer Research	0093-5301	A+	MARK
Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior	0899-8620	k.R.	MARK
Journal of Contemporary Accounting & Economics	1815-5669	C	RECH
Journal of Corporate Accounting and Finance	1044-8136	k.R.	RECH
Journal of Corporate Finance	0929-1199	B	BA-FI, STEU
Journal of Credit Risk	1744-6619	B	BA-FI

Successful research

Recognize the relevance of articles:

- Thematic relevance

- Relation to the research area

  - Journal related to marketing science?

- Awareness and reputation of the magazine

  - Classification (A-, B-, C-Journals; Impact factor or rather citations)

- Currency (date of publication)

- Authors

  - Origin (institution)

  - Expertise in the field of work

Successful research

Internet research:

Online databases with **access from computers within the UniLu**

- Google Scholar

  - http://scholar.google.com

- Iluplus

  - www.iluplus.ch

- EBSCO (pdf and full text files)

  - Link at http://search.epnet.com → EBSCOhost Web → Business Source Premier

- Jstor - „Journal Storage" (pdf files)

  - www.jstor.org

Successful research

Internet research. Online databases with **home access** with EZproxy

Login at SWITCHaai with the student login

Then: Access to the research portal «Iluplus»
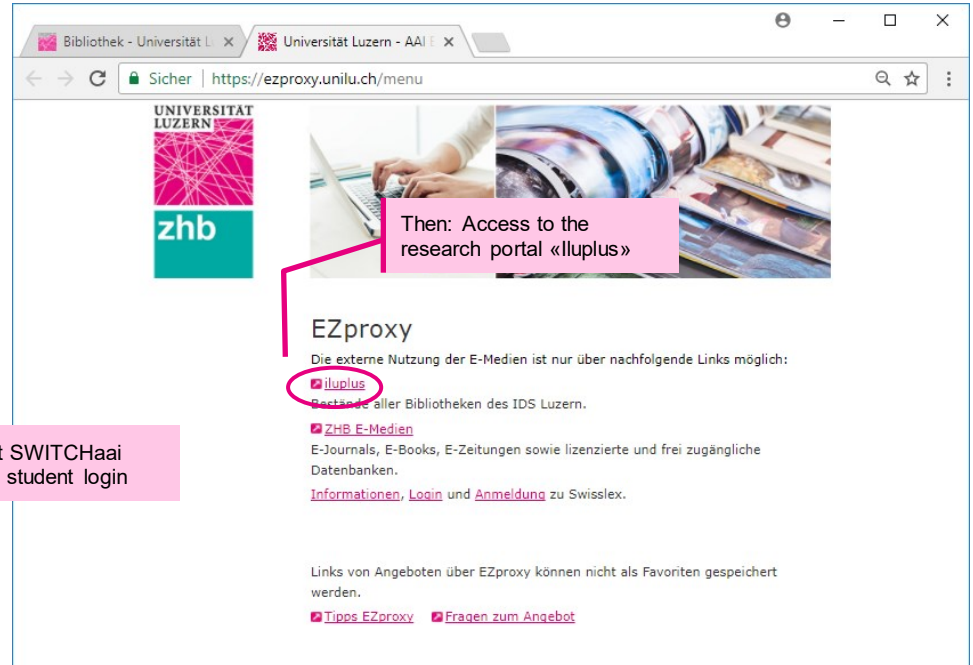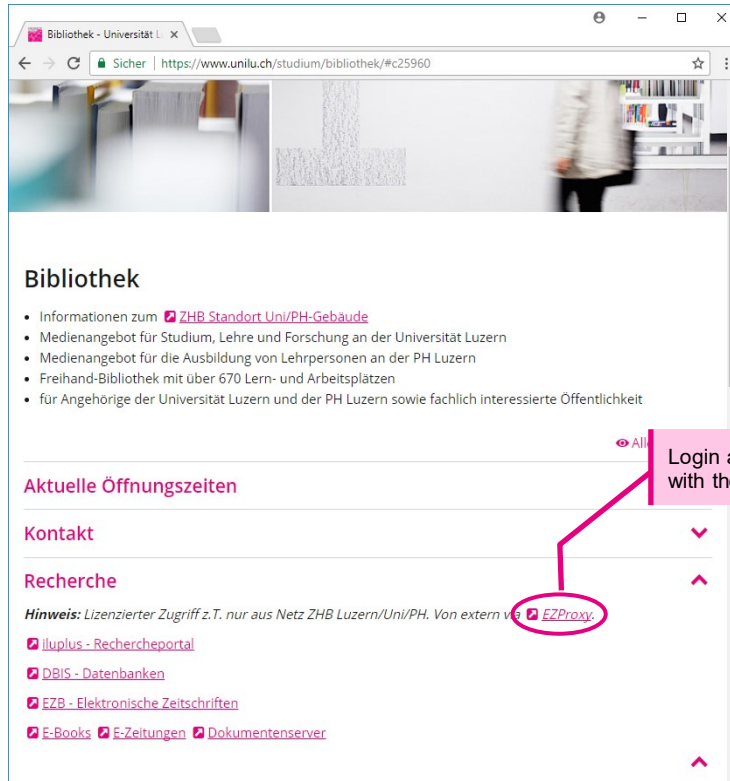
Research tips

- Get a basic idea of the topic …
  What is it all about?

- Identify key words on the topic

How?

- Wikipedia

- Google

- Economics dictionary

- Books

- Etc.
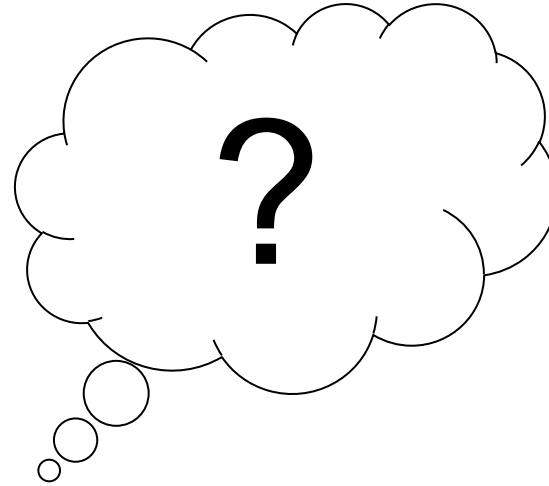
Research tips

Then search in academic journals… e.g. after „viral marketing" on https://scholar.google.ch/

„": search for articles with the term „viral marketing"

Research tips

Search for key articles: Search the „citation tree", …

older publications   newer publications: «cited in»

source article
(starting point)

1991   2004   2017

Research tips

… search the „citation tree", …

Research tips

… search the „citation tree" and narrow down the search …

Research tips

… search the „citation tree" and narrow down the search, e.g. only articles in the Journal of Marketing (A+ Journal) …

Research tips

… search for further articles by the same author …

Research tips

… search for further articles by the same author …

Research tips

- Do not get lost in the flood of insignificant papers …

- Structure the papers thematically

- Avoid citing internet sources!!!

  - Wikipedia is good for understanding, but not quotable

Submission of the papers

For the term papers;

- Send the paper only in electronic form (PDF) to the supervisor (incl. registration form). In agreement with the supervisor, the paper must also be submitted in printed form.

For the bachelor thesis;

- Send the paper only in electronic form (PDF) to the supervisor. In agreement with the supervisor, the paper must also be submitted in printed form.

- Send the paper in electronic form to the dean's office (including registration form).

Further information…

Guideline to the faculty's papers

https://www.unilu.ch/fileadmin/fakultaeten/wf/Dekanat/Dok/Reglemente_Merkblaetter/LF_Schriftliche_Arbeiten_V5.pdf

Meet deadlines!

The specified dates are binding. Deviations are only permitted as an exception by submitting a medical certificate.